

of E. M. F. "30's" with every car in the lot sold and a shipment of the Flanders cars will follow immediately.

The Consolidated Wagon & Machine company has exhausted its allotment of Velles, Overlands and Franklin cars and at present is bending its efforts to securing an additional number from the three respective factories. The company's record of sales for the year is phenomenal.

The announcement early in the week that the Utah Motor Car company has taken over the retail agency here for the Buick and Oakland automobile came as an important piece of news to those interested in the trade, as the Utah Motor Car company has perfected a selling organization that will shortly make it one of the most important factors in motor car circles in the west.

The taking over of the Buick and Overland agency means that the company will hereafter handle all cars of these makes sold locally at retail, and that the company will drop its agency of the Cadillac car. The Buick has been widely advertised throughout this section and is known and recognized as a superior car in its class. It

is popular and the large number now in operation have given excellent service and satisfaction. The Buick line for the season will consist of the models 10, 17, 19 and F, these four comprising the best makes manufactured by the Buick company. The Oakland line, while not so well known locally, has come rapidly into prominence in the automobile business of the west, and the two models most in demand are the Runabout and the model K, both of which will be handled by the Utah Motor Car company immediately. Two carloads of Buicks are en route to Salt Lake and a carload of Oakland's will follow later this month. The company reports two American Travelers due to arrive here in a week or two. A Packard truck has also been shipped and will arrive before May 1st.

The company has completed arrangements for the interior decoration of its show rooms and garage on State street in the Moyle building. The entire work will cost in the neighborhood of \$5,000 and when completed the establishment will be one of the fine and most modern of its kind in the west. Besides its garage and show rooms, the supply department of the company will occupy a large portion of its new building.

W. L. Wall, for many years prominent in east-

ern motor car circles and considered an expert in sales organization, is now associated with the company and will assist in the marketing of its cars.

The Botterill company has sold out on every line of automobiles it handles and Frank Botterill left for the east late last week in an effort to secure a new allotment of cars from the Pierce, Pope-Hartford, Hudson and Chalmers-Detroit factories.

A. O. Whittemore reports an increased out-of-town inquiry on electric cars of all models. The Baker electric, with its shaft drive, is at present the electric most in demand by prospective purchasers of cars of that class.

Charles Hendy, Jr., manager of the Denver branch of the Ford Manufacturing company of Detroit, has been in town all week going over the local situation with a view to placing an agency for the Ford with one of the local dealers. To date negotiations have not been completed. The Ford factory is building about 25,000 cars this year.

At the new store of the Bertram Motor Supply company on South State, Mr. Bertram reports a surprisingly heavy inquiry by out-of-town motor car owners and dealers on all classes of supplies. There is every indication that as the supply business develops here, Salt Lake will become more and more a distributing point for the entire intermountain country.

"Do you prefer hard or soft water?"
"Any sort of water is hard for me."

THE THINGS YOU EAT

Make a lot of difference with the way you feel these days, and that's one of the reasons the spring dainties and delicacies of the season that are served with the table d'hôte dinners at the New Louvre cafe are so very popular with those who are particular as to where they dine or lunch.

In this finest cafe in the west is to be found all those specialties that grace the tables of exclusive restaurants at this season of the year, including the best meats, sea foods, fruits and vivands on the market.

Besides the table d'hôte dinners and lunches, the after-theatre menus at the Louvre comprise the most up-to-date a la carte bill of specialties, and with the excellent orchestra in attendance, the Louvre furnishes the one place in Salt Lake where the best in cuisine and service is found, combined with elegance in surroundings and the innumerable little things looking to the comfort and convenience of every guest. The luxurious furnishings of the cafe make it an admirable place for the private parties and dinners that are necessary in keeping up one's social obligations and this extends particularly to the beautifully finished tea rooms that have become so integral a part of the social life of Salt Lake. Here almost every afternoon two or three parties are given by society women and ladies who do their shopping in the morning find it most convenient as a luncheon place where they are assured every courtesy and attention.

The Table d'Hôte dinner served Sunday evenings at the Louvre has become an institution at the popular Louvre cafe. Catering to motoring parties and others who desire to order their luncheons or dinners ahead of time so that on their return from riding there will be no delay in their being served, is always a specialty with us.

E. L. WILLE, Manager.

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Finished in the highest class manner.
Situated in the best and most fashionable residential district.
Filled with an exclusive and high-class tenancy—with a constantly growing waiting list.
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No apartment house now on the market will compare with it in solidity of construction, artistic design and beautiful interior finishing and decoration.
Gross income \$4620 per year. \$15,000 will handle it.

CHARLES TYNG

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